

# Appeals to Audience

LOGOS = logic

“If you believe the facts I’m presenting, I’ll convince you.”

ETHOS = credible speaker

“If you value me as a source of quality information, I’ll convince you.”

PATHOS = emotions

“If I can manipulate you to feel what I want you to, I’ll convince you.”

# Focus

area where attention is  
concentrated



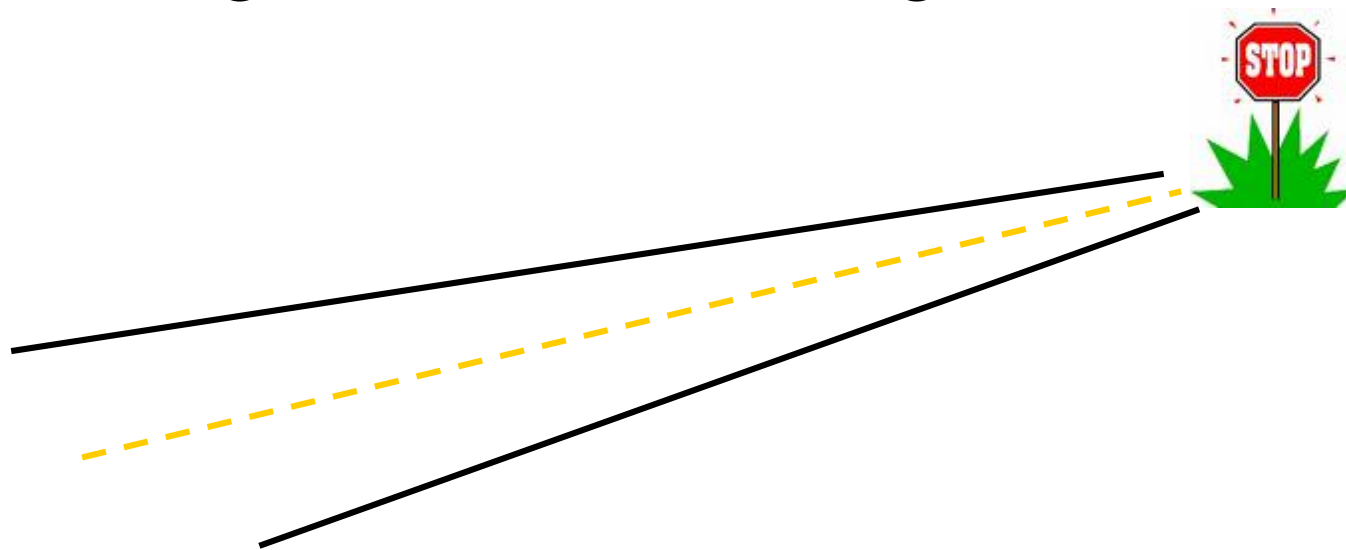
# Proximity

closeness in space or time



# Alignment

arrangement in a straight line



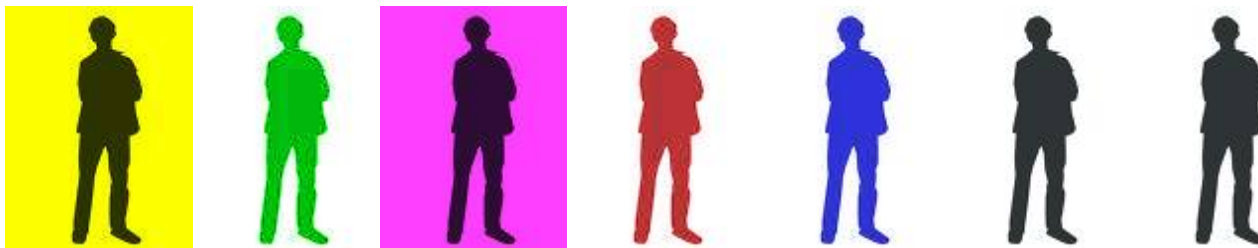
# Repetition

repeated color, shape, image,  
pattern, texture, word, font....



# Contrast

different color, shape, image,  
pattern, texture, word, font....



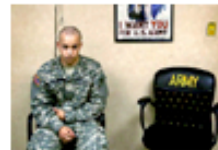
# THE DENVER POST

Craig F. Walker

Click on any image to view the slideshow

# The Pulitzer Prize

Feature Photography



Todd Heisler, *Rocky Mountain News*, 2005

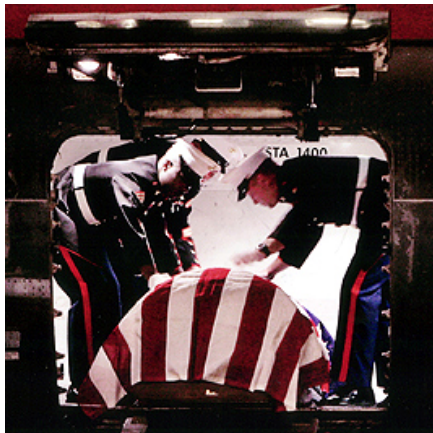
2006 Pulitzer Prize for feature photography.



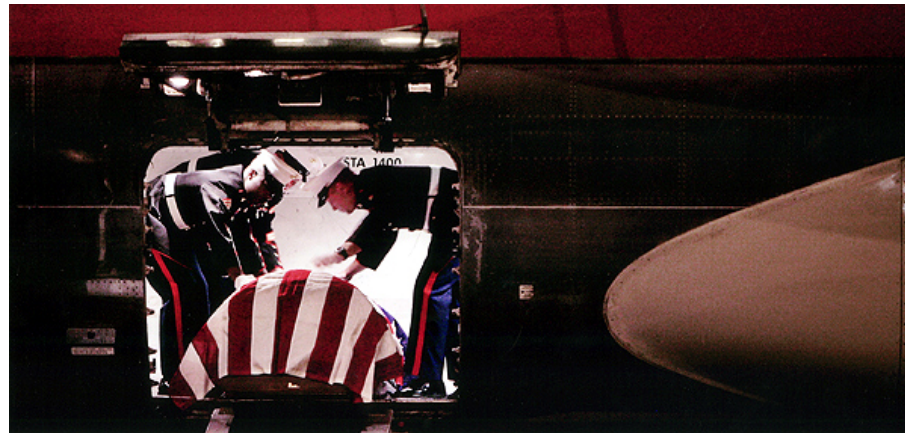
When 2nd Lt. James Cathey's body arrived at the Reno Airport, Marines climbed into the cargo hold of the plane and draped the flag over his casket as passengers watched the family gather on the tarmac. During the arrival of another Marine's casket last year at Denver International Airport, Major Steve Beck described the scene as one of the most powerful in the process. "See the people in the windows? They sit right there in the plane, watching those Marines. You gotta wonder what's going through their minds, knowing that they're on the plane that brought him home," he said. "They're going to remember being on that plane for the rest of their lives. And they should."



Break apart the image into sections, probably based on what you noticed first, second, and last.



+



+



+

Photograph  
caption



When 2nd Lt. James Cathey's body arrived at the Reno Airport, Marines climbed into the cargo hold of the plane and draped the flag over his casket as passengers watched the family gather on the tarmac. During the arrival of another Marine's casket last year at Denver International Airport, Major Steve Beck described the scene as one of the most powerful in the process. "See the people in the windows? They sit right there in the plane, watching those Marines. You gotta wonder what's going through their minds, knowing that they're on the plane that brought him home," he said. "They're going to remember being on that plane for the rest of their lives. And they should."

Todd Heisler's image of a flag-draped body arriving for burial while civilian passengers watch through their seat windows first appeared as part of a series on Colorado Marines returning home from Iraq in caskets. Focus in the image is created through the high contrast of light radiating out from the cargo hold to silhouette the formal dress Marines bending over a red-and-white striped shape. In a different context, these stripes would not be read so clearly as a flag, but combined with the soldiers' uniforms and posture, the narrative of the image is clear. Red and white stripes are also repeated within the image in the soldiers' pants and white belts, all which align the eye toward the casket itself. The long red and white stripe, part of the logo of the airline company, serves to divide the image into a top and bottom section. The bright rectangle with rounded corners of the open cargo hold is repeated multiple times within the image with the straight line of eight airplane windows. Each window seems to show a citizen with a slightly different attitude toward the scene, and maybe toward the war. These figures are not dressed in military uniforms, highlighting the contrast between those that serve and those that do not. Most likely the photo's audience identifies with the repeated faces in the windows rather than the servicemen attending to the coffin or the dead soldier. The caption contains Major Steve Beck's curiosity about these passengers: "You gotta wonder what's going through their minds," he comments, emphasizing the idea of the military being observed from outside. "They're going to remember being on that plane for the rest of their lives," Major Beck continues. The viewer should do the same, and think again about the sacrifice made by those in military service, even as they go about their ordinary lives.